



2018

BIKETOWN 

**ANNUAL
REPORT**

BIKETOWN 



PBOT
PORTLAND BUREAU OF TRANSPORTATION



KAISER
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EXECUTIVE SUMMARY

SINCE ITS INCEPTION IN THE SUMMER OF 2016, BIKETOWN HAS ATTRACTED MORE PORTLANDERS TO BIKING, BROADENING AND DIVERSIFYING THE CITY'S BICYCLE CULTURE.

BIKETOWN offers roughly 1,000 bikes and 147 BIKETOWN and community stations. Annual membership increased 87 percent from 2017 to 2018 (from 3,518 to 6,600). Ridership grew 28 percent with nearly 400,000 trips taken in 2018.



2018 HIGHLIGHTS/ACCOMPLISHMENTS

- Expansion of BIKETOWN's service area and a lower pricing model.
- Design Challenge featuring the addition of 5 new "bike wrap" community designs.
- Adaptive BIKETOWN provides specialized bikes for people with different abilities.
- Adaptive BIKETOWN added 2 electric-assist trikes and counted 189 rentals (+220% from 2017).
- BIKETOWN for All: 495 members took 36,089 trips
- Pay-It-Forward: BIKETOWN members can donate BIKETOWN credit (earned from rebalancing bikes in the system) to cover each new BIKETOWN for All member's first month.
- Ride Free in May: Portlanders and visitors took 79,399 free rides in May and 11,000 Portlanders rode BIKETOWN for the first time.
- Annual and BIKETOWN for All members park for free anywhere inside the service area.



WHAT'S NEXT?

BIKETOWN will continue to innovate and increase its service, finding new ways to fill in gaps in the transportation needs of Portlanders. BIKETOWN bike-share service provides flexibility for day-to-day activities, as well as a fun and healthy way to move around Portland. More than a third of surveys showed members would be more likely to use BIKETOWN if electric bikes were added or if the service area was expanded. With this in mind, the 2020 BIKETOWN expansion will encompass PBOT's Strategic Plan and goals, making sure we keep a focus on equity and provide greater access for those not currently served by bike-share.

124,000
TOTAL USERS IN 2018



147 BIKETOWN
AND COMMUNITY STATIONS



ANNUAL AND BIKETOWN FOR ALL MEMBERS
PARK FOR FREE ANYWHERE INSIDE THE
SERVICE AREA



SERVICE AREA
EXPANDED AND
MEMBERSHIP
RATES REDUCED



400,000 trips
TOTAL IN 2018

 **6600**
ANNUAL MEMBERSHIPS

 IN DEC. 2018, MEMBERS DONATED
\$1544 TO PAY-IT-FORWARD PROGRAM



80,000 trips
 **RIDE FREE
IN MAY**

**5 bike
wraps**
DESIGN
CHALLENGE



**189
rentals**
ADAPTIVE
BIKETOWN
PROGRAM

ADAPTIVE BIKETOWN
ADDED 2 ELECTRIC-
ASSIST BIKES



PSU
STUDENTS
QUALIFY
FOR FREE
MEMBERSHIP

495

memberships



ON TO 2019

BIKETOWN FOR ALL, INCREASED 128% FROM 2017

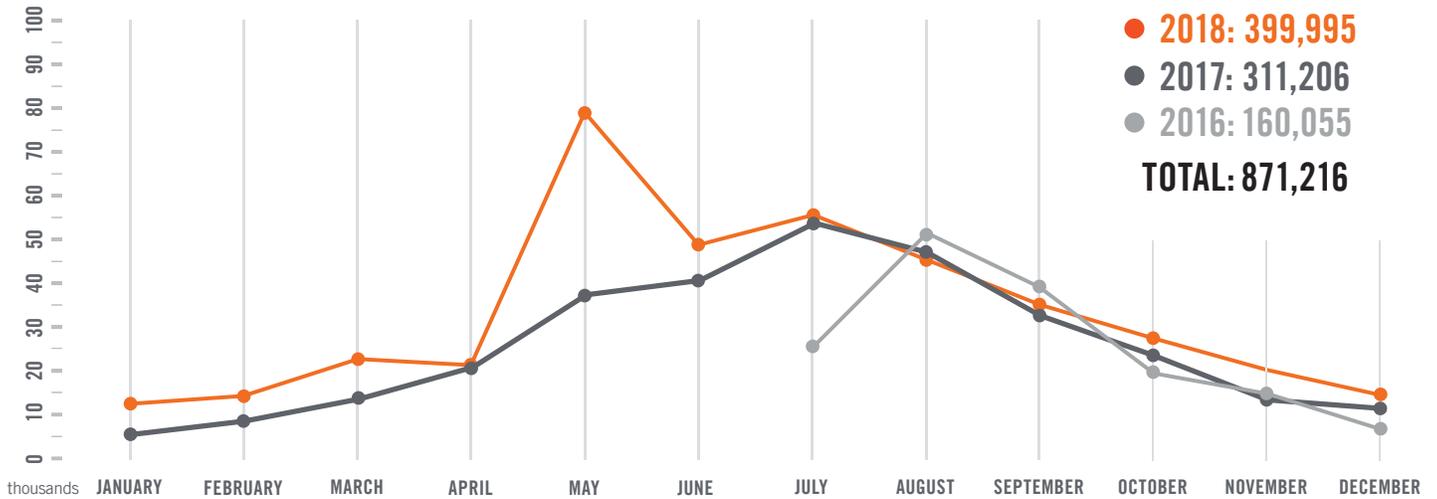




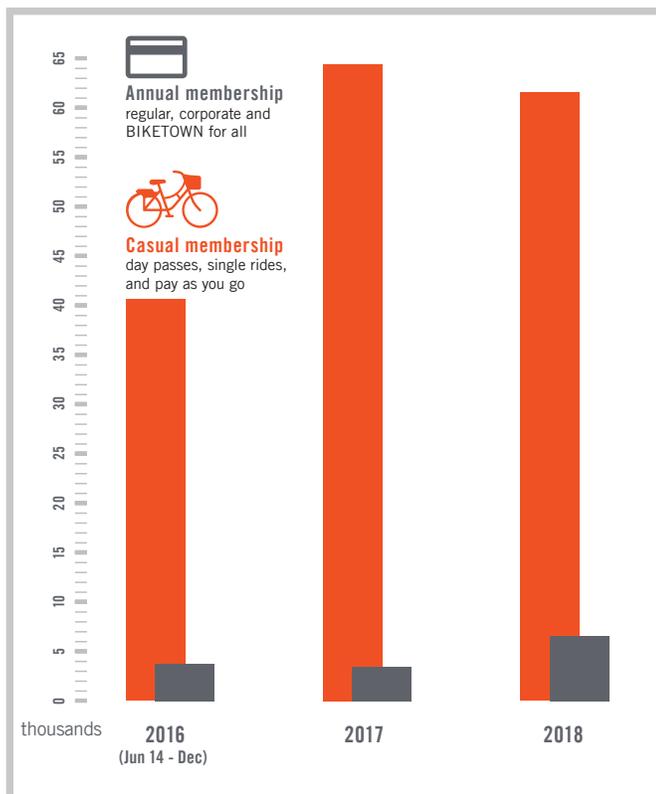
DATA AND PROGRAMS

DATA

TOTAL TRIPS SINCE PROGRAM LAUNCH



CASUAL VS. ANNUAL USERS



52,856
bikes rebalanced by employees



ADAPTIVE BIKETOWN



- **189** Adaptive BIKETOWN rentals, an **220** percent increase.
- **110** Total participants
- **5** Sunday Parkways Events, including participating in the Everyone Rides Event at June Sunday Parkways.

Pay-It-Forward



- **\$1,544** total credits have been donated from Annual members. (*This will provide 514 future BIKETOWN for All members their first month free.*)
- Thus far, **77** members have received their first month free.

COLLEGE MEMBERS



- PSU: **3,039**-free memberships
- PNCA, OHSU, PCC, NUNM and UofO: **26**

BIKETOWN FOR ALL PROGRAM FOR PEOPLE LIVING ON LOW INCOMES



89,120
miles since 2016

20% of
all annual member trips

66,639
total trips taken

- High utilization: top rider has taken over **2,200** rides. BIKETOWN for All members are **7%** of total active annual members, but have taken **20%** of all annual member trips.
- BIKETOWN for All members average 73 annual trips per member, one of the nation's highest rates.
- BIKETOWN for All member rebalanced over **1,068** bikes.

SURVEY DATA



- What changes would encourage you to use BIKETOWN more often?
 - **24%** of rides by locals replace car trips.
 - **37.1%** (397/1069) would use more if electric bikes were added to BIKETOWN.
 - **37.0%** (396/1069) would use more if BIKETOWN expanded to new areas.

BIKETOWN STATIONS



102 stations
45 community stations

PROGRAMS & INITIATIVES

- Bike design challenge: **5** community designs
- Ride Free in May: **79,399** rides
- Portland hosts 2018 North American Bike-share Association Conference: **352** attendees
- **647** NABSA planned trips

PROGRAMS

ADAPTIVE BIKETOWN

ADAPTIVE BIKETOWN IS PORTLAND'S ADAPTIVE BIKE RENTAL PROGRAM, DESIGNED TO INCREASE BIKING ACCESS FOR PEOPLE WITH DISABILITIES.

This program is a partnership with Albertina Kerr Center's Kerr Bikes and offers short-term rentals of adaptive bicycles such as hand-cycles, tricycles and tandems.

Adaptive BIKETOWN is a community-led program, developed for and by the community to increase access to biking for people with disabilities and those who are not comfortable riding 2-wheeled bicycles. The program offers a staffed service to assist in fitting people on the bicycles, a place to store mobility devices, and a location with direct access to Portland's multiuse trail system. The pilot project originally launched in summer 2017 and will move to a formal program in May 2019.



BIKETOWN FOR ALL

BIKETOWN FOR ALL PROVIDES A REDUCED-COST BIKE SHARE MEMBERSHIP AND OTHER BENEFITS FOR PORTLANDERS LIVING ON A LOW INCOME.

BIKETOWN for All memberships costs \$3 per month (compared to \$19/month or \$99/year for a regular BIKETOWN membership) and includes 90 minutes of daily ride time. All BIKETOWN for All members get their first month of membership free through a new Pay-it-Forward campaign. To reduce additional barriers, the program encourages adherence to BIKETOWN rules but does not charge members extra for exceeding 90 minutes of ride time or parking out of the service area.

Portlanders eligible for BIKETOWN for All include Oregon Trail Card holders, residents of affordable housing, those who qualify for utility assistance, and many others who receive a range of social services. In addition, all BIKETOWN for All members can take part in free bike safety workshops and receive a free bike helmet.



189 rentals
ADAPTIVE BIKETOWN PROGRAM



**BIKETOWN FOR ALL
INCREASED 128%
FROM 2017**





**BIKETOWN
FOR ALL
MEMBERS
AVERAGE 73
ANNUAL
TRIPS.**

ADAPTIVE BIKETOWN 2018 PILOT RECAP



ADAPTIVE BIKETOWN DATA



189 rentals
(+220% from 2017)



87% TriMet Honored
Citizen Passholders



6 months
(2x as long as 2017)



35% first-time
adaptive bike riders

OVERALL EXPERIENCE RATING 

WHAT DID PARTICIPANTS SAY?

“ Thank you. Please continue. This program benefits me in many ways. ”

WHICH BIKES WERE MOST POPULAR?



Foot-Powered Trikes



Hand-Powered Trikes



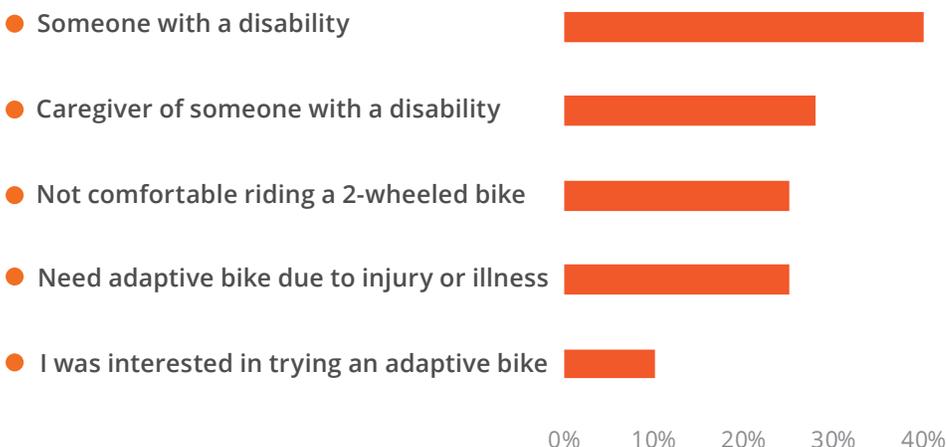
Side-by-side Tandems



Added two electric-assist Trikes

WHO DID WE SERVE?

I identify as...



**SHOW US
YOUR
PORTLAND**

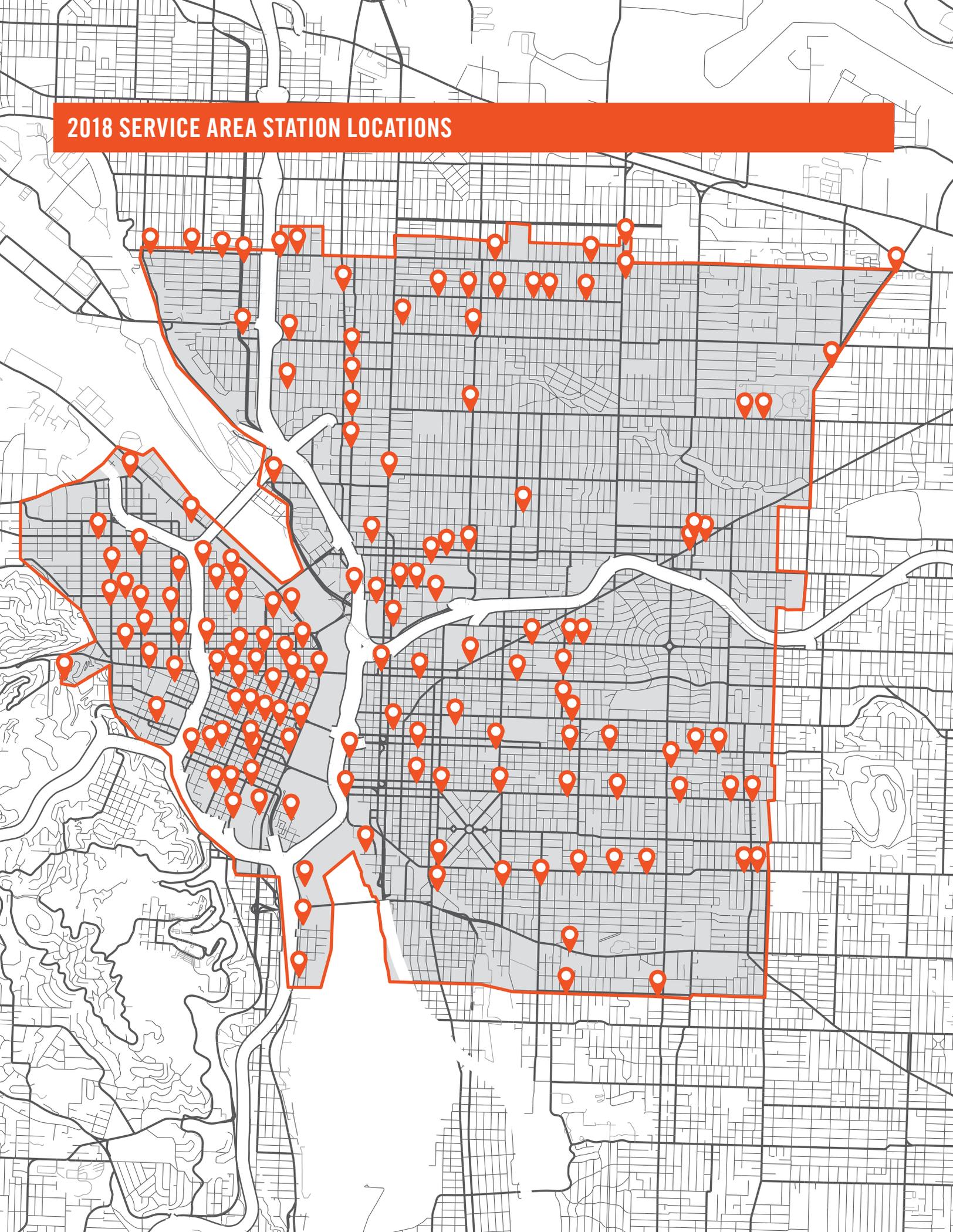
BIKETOWNDESIGNCHALLENGE.COM





**2018
HIGHLIGHTS**

2018 SERVICE AREA STATION LOCATIONS



BIKETOWN EXPANSION AND LOWER PRICING

THIS YEAR'S BIKETOWN EXPANSION MADE IT EASIER AND MORE AFFORDABLE TO EXPLORE PORTLAND. PBOT PROVIDED AN OPTION FOR LOWER COST MEMBERSHIP, EXPANDED BIKETOWN'S SERVICE AREA AND MADE IT EASIER TO PARK BIKETOWN BIKES THROUGHOUT THE CITY.

BIKETOWN lowered its annual membership for unlimited rides by 30 percent to \$99. A new pay-as-you-go plan now costs \$5 at signup and only 8 cents per minute after that. BIKETOWN also introduced a new \$19 month-to-month plan for regular BIKETOWN users who don't want to commit to an annual membership.

On June 1, BIKETOWN introduced two service improvements. BIKETOWN expanded the service to eastside Portland neighborhoods along the 50s Bikeway including Grant Park, Creston-Kenilworth, Laurelhurst, Beaumont-Wilshire, Cully as well as Hollywood where residents have, repeatedly asked for service. As a new benefit, BIKETOWN allowed annual and BIKETOWN for All members to lock to any public bike rack in the service area for free.

Additionally, PBOT has designated 45 sets of bike racks across the city as "community corrals" that act the same as the orange BIKETOWN stations where parking is free for BIKETOWN users.

The Community Cycling Center, which supports the Cully active transportation group *Andando en Bicicletas en Cully (ABC)*, was overjoyed for the expansion.

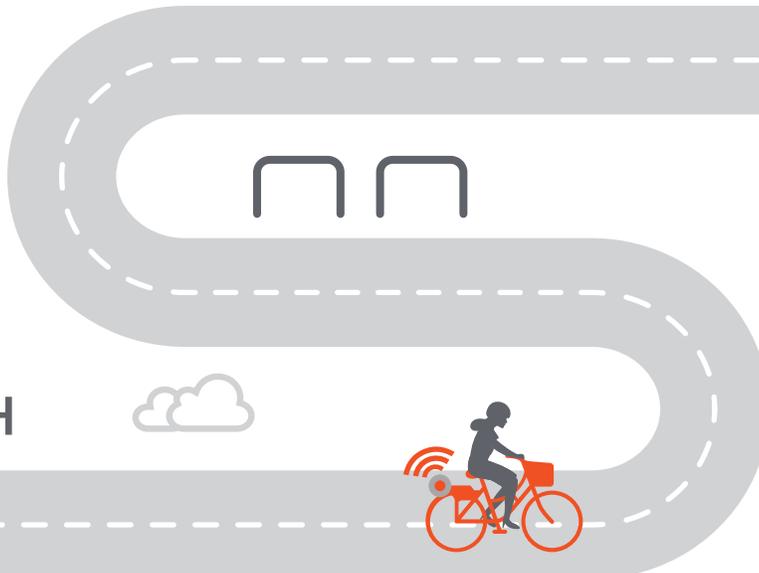
"Adding the option of bike-share near the Hacienda CDC community addresses barriers the ABC group has long identified, including startup costs, storage and maintenance," said Jonnie Ling, Director of Programs and Enterprise at the Community Cycling Center.

8¢ per minute
Pay-as-you-go

 **\$99 annual memberships**



 **\$19 A MONTH**



 **SERVICE AREA EXPANDED AND MEMBERSHIP RATES REDUCED**

45 Community Stations



BIKETOWN DESIGN CHALLENGE

FEB. 14 KICKED OFF THE BIKETOWN DESIGN CHALLENGE, CELEBRATING THE CITY'S CREATIVE CULTURE, COMMUNITY SPIRIT, AND UNIQUE NEIGHBORHOODS.

BIKETOWN invited Portlanders to "Show Us Your Portland" and create original designs for limited-edition BIKETOWN bike wraps, illustrating what they love about the five neighborhood quadrants served by the public bike-share system.

Winning themes for five new BIKETOWN bike wraps included designs of adventure-filled streets, an ode to a neighborhood, a theme of colorful Portland, Paul Bunyan, and a tribute to our city and the river that connects it.

BIKETOWN wrapped 10 bikes in each of the five winning designs and debuted in their neighborhood quadrant for a total of 50 Design Challenge bikes. These designs were added to the BIKETOWN fleet throughout the summer, joining the other unique bike wrap designs. These include three Nike sneaker bike designs and the #BETRUE bikes, which are part of Nike's commitment to celebrate the LGBTQ community and support inclusion on and off the field of play.

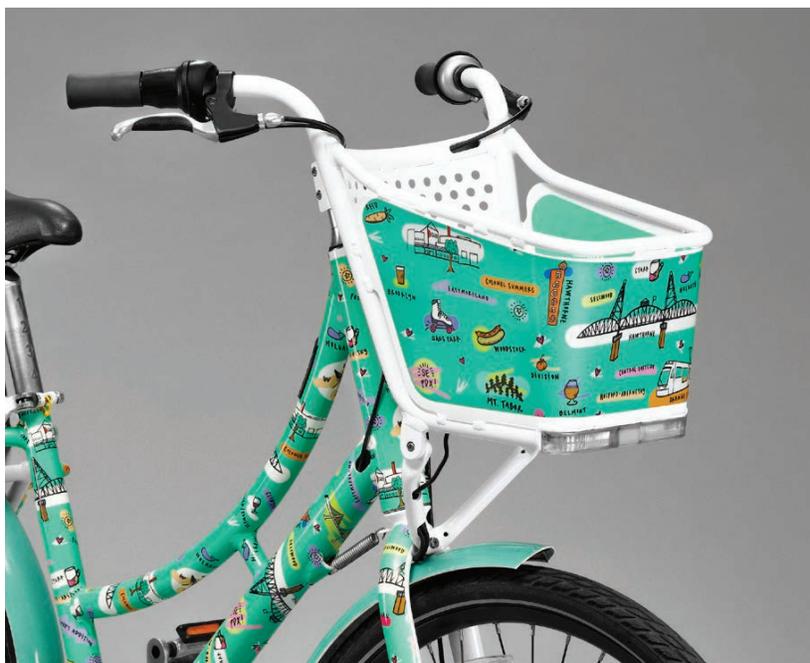
"I see Portland as the gathering of several cultures in a multi-disciplinary and innovative range in the way people interact and express themselves creatively. And it is these people who were born or who chose to adopt the city that inspired me to translate them in a multicolored way; the essence that I see of a whole."

Renata Castro



Artist: Marguerite Schumm
Design name: Explorin' Southeast

SOUTHEAST



Artist: Renata Castro (no photo available)
Design name: Colorful Portland

NORTHWEST



Artist: Sean Lambert
Design name: NE Cycling Life

NORTHEAST



Artist: Ayla Leisure
Design name: Waterfront Wanderer

SOUTHWEST



Artist: Teresa Bubba
Design name: Ride Paul Bunyan Ride

NORTH



PORTLAND STATE UNIVERSITY STUDENTS RIDE FREE

CURRENT PSU STUDENTS MAY NOW RIDE ANY AVAILABLE BIKETOWN BIKE UP TO 90 MINUTES PER DAY FREE BY SIGNING UP FOR A STUDENT MEMBERSHIP ONLINE.

PSU's Transportation and Parking Services covers free BIKETOWN student memberships through parking and program revenue. This means that no student tuition dollars are used to subsidize BIKETOWN rides.



RIDE FREE IN MAY

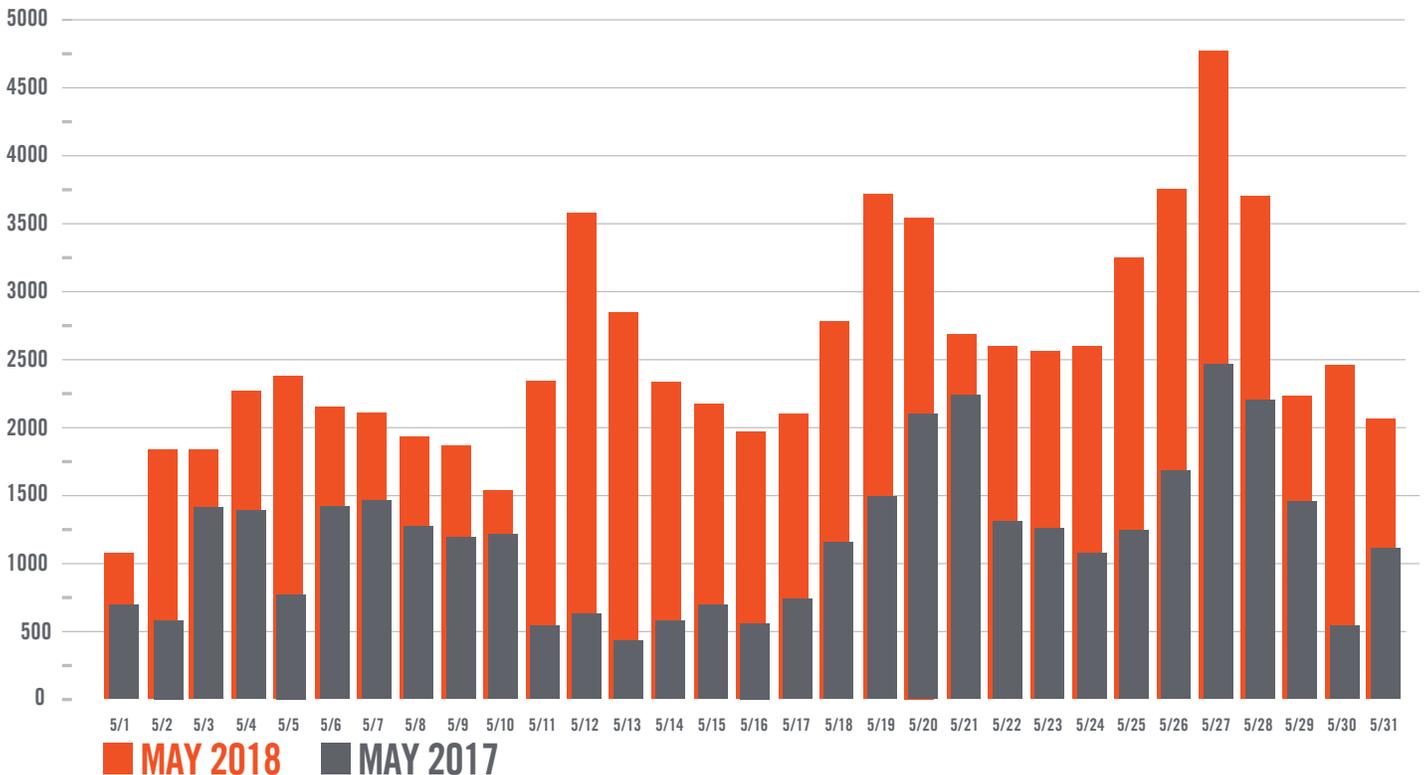
IN MAY 2018, BIKETOWN AND PBOT CELEBRATED NATIONAL BIKE MONTH WITH FREE RIDES FOR ALL.

BIKETOWN saw a huge increase in ridership with 79,399 rides for a total of 164,252 miles biked. That was more than double the number of trips ridden in May of 2017!

We also set new one-day trip records nine times in May, with a new all-time high of 4,792 trips on Sunday, May 27! This smashed the previous record by over 1,000 trips. Over 14,000 Portlanders and visitors rode BIKETOWN in May, of which 78 percent were first-time BIKETOWN riders.



TRIPS: MAY 2018 AND 2017





“Portland State is already among the top five most bicycle-friendly colleges and universities in the nation,” said Clint Culpepper, PSU’s transportation options manager. *“With eligible free BIKETOWN rides, now our students will have even more ways to bike from home to campus, around the city or on other short, one-way trips around Portland.”*

“An urban, commuter campus like PSU is perfect for bike-share,” said Tom Rousculp, marketing manager for BIKETOWN and a PSU alum. *“Connecting students to neighborhoods, campuses and the city BIKETOWN is an easy and convenient alternative to driving. And now it’s free to PSU students too.”*

MOTIVATE WOMEN'S BIKE MONTH

OCTOBER 2018 WAS WOMEN'S BIKE MONTH FOR BIKE-SHARE.

There are a lot of women working behind the scenes to run great bike-share programs across the country – including general managers, operations managers, bike mechanics, field technicians and more. During Women's Bike Month, women took over social media to provide tips on biking, safety and feeling confident when riding.




biketownpdx • Follow
Portland, Oregon

biketownpdx 🔥 Hot tip: bike in whatever clothes feel most comfortable! No special gear required. I'm a big fan of tights + dresses – super comfy, and leggings or tights dry wayyy faster than jeans after a rainy ride. ☁️ What's your fave bike wear? What do you rock in the rain?

#womensbikemonth #biketownpdx #rain #pdx

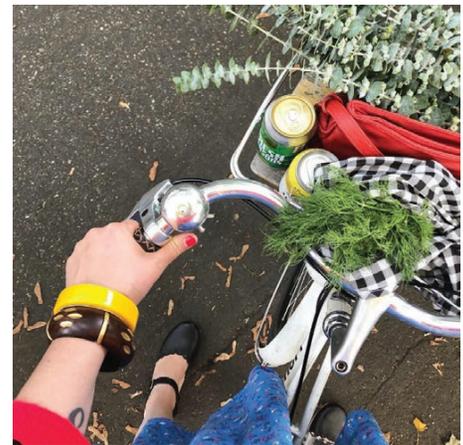
View all 5 comments

chloeameliam @itsannareed Ooh excited to hear what you picked up! I've been

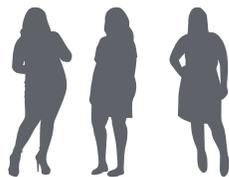
99 likes

OCTOBER 11, 2018

Add a comment...



WOMEN'S BIKE MONTH



NORTH AMERICAN BIKE-SHARE ASSOCIATION CONFERENCE (NABSA)

IN SEPTEMBER 2018, INTERNATIONAL BIKE-SHARE LEADERS CAME TOGETHER IN PORTLAND FOR THE MOVING FORWARD TOGETHER 2018 CONFERENCE WITH THE BETTER BIKE SHARE PARTNERSHIP.

Portland hosted North America's bike-share conference, a four-day conference filled with presentations, discussions, breakout sessions and, of course, bike rides around transit-friendly Portland. Each day created a space for the minds behind the shared mobility movement to discuss ongoing research, community engagement and other strategies to make bike-share more inclusive. The Portland conference broke the attendance record with 352 attendees.





**77 BIKETOWN
FOR ALL
MEMBERS HAVE
BENEFITED
FROM PAY-IT-
FORWARD SINCE
OCTOBER 2018.**

BIKETOWN FOR ALL: PAY-IT-FORWARD CAMPAIGN

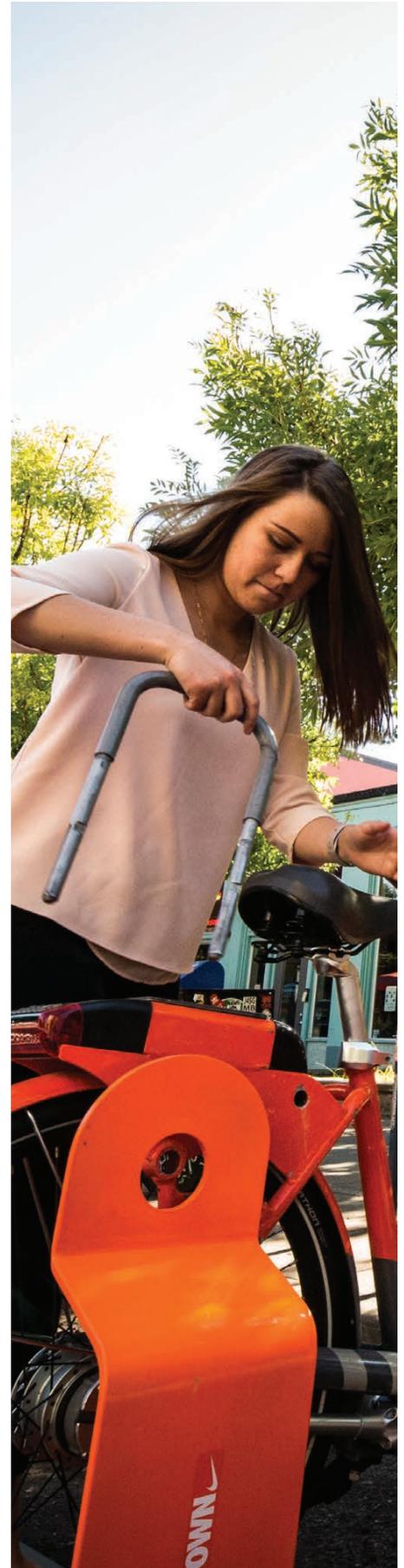
TO CLOSE OUT 2018, MEMBERS HAD THE OPPORTUNITY TO DONATE BIKETOWN CREDITS TO BIKETOWN FOR ALL MEMBERSHIPS, DECREASING BARRIERS AROUND SIGN-UP FOR THOSE LIVING ON LOW-INCOMES.

Since October 2018, new BIKETOWN for All members automatically receive a \$3 credit to pay for their first month. This eliminates the initial financial hurdle to start riding for those who qualify for SNAP, low-income housing, and other forms of financial assistance. After signing up, many BIKETOWN for All members generate additional credits on their balance by doing tasks that support a well-balanced bike-share system, like returning bikes parked outside of a BIKETOWN station back to a station.

All new BIKETOWN for All Members receive that first month free in the form of a \$3 Pay-It-Forward credit and agree that when they generate enough credit to pay for their next six months of membership (\$18), \$3 will be donated from their account back into the Pay-It-Forward program.

- BIKETOWN promoted the Pay-It-Forward campaign throughout December and targeted our existing Annual BIKETOWN members to donate BIKETOWN credit.
- Credits donated to Pay-It-Forward: \$1,544, providing free first-month service for up to 514 future BIKETOWN for All members.
- BIKETOWN for All members average a \$24 positive balance from doing credit-earning activities that help rebalance the system.
- BIKETOWN for All member average 73 annual trips.
- The most prolific rider has taken 2,200 trips, more than any other BIKETOWN rider.
- The rider with the most credit for bringing BIKETOWN bikes back to stations totals \$1,068 credits.

“BIKETOWN for All has been an amazing asset to the Street Roots vendors, all of whom are experiencing severe poverty and many who are homeless. Through BIKETOWN for All, vendors have an equitable and affordable transportation option to get around the city and it’s a great source of exercise. We are grateful for this program.” Cole Merkel, Vendor Program Director at Street Roots





...EVER A LOVE FOR ALL THINGS PREMIUM

8

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ESPRESSO • LA

HEAD
TACK
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INSPIRED BY HYPE MADE IN DRIP CITY

Portland
IS HAPPENING
Now

DSTOCK
F F E E

TEA • SNOB • FREE COFFEE

MEMBER INSIGHTS



DEIDRE HALL, ADAPTIVE BIKETOWN MEMBER

“Adaptive BIKETOWN offers folks the ability to choose within their abilities a recreational vehicle of sorts to experience our beautiful city in a new way which is not only fun, but also good for the body, for the mind, and for the soul.” Deidre Hall

“I have been fortunate to be part of this incredible program since the formation of the pilot. Being involved from planning to implementation has been not only a professional success, but a personal one as well. A person with a disability myself, I hadn’t ridden an adaptive bicycle since childhood and I was so thrilled to be given the opportunity to do so as an adult. People with disabilities have little to no choice what adaptive equipment they use for mobility. Watching the program take shape and the smiles on the faces of my fellow disability community members experiencing the excitement and empowerment of adaptive bicycle riding, many for the first time, has been priceless. I have and will continue to be an active ambassador at as many events as I can to spread the word and encourage people to participate in this incredible program.” Deidre Hall

LYNN STRANSKY, BIKETOWN FOR ALL MEMBER

“I like the challenge of bringing bikes back to the stations. My goal is to get to \$1800 in BIKETOWN credits, so I have the next 50 years paid for. Rebalancing bikes is a great outlet for my obsessive-compulsive disorder. When I find a bike that is not in its right place, I want to put them back where people can find them easily. When I find a bike that has a broken seat, I pull out my tools and fix it. If I find a bike that’s broken, I hit the repair button so BIKETOWN knows it needs to be fixed. Nothing is worse than someone walking all the way to a bike that has a flat or is broken.”

“Rebalancing bikes has helped me walk and bike a lot more and works together with my change in diet to give me better health.” Lynn Stransky



Deidre Hall



Lynn Stransky

TIM JOHNSON, ADAPTIVE BIKETOWN MEMBER

“The first time that I rode an adaptive bicycle, I was at Washington State School for the Blind in 1993. At the Street Trust’s New Year’s Day ride, I was able to pedal away in the bike lane with my coworkers from the Street Trust by my side – no one was in our way.”

“It made me feel 100% joyful. If you are able, I encourage people with disabilities to get out and try something new.” Tim Johnson

Although Adaptive BIKETOWN was closed for the winter months, Tim’s employer the Street Trust reached out to the program to arrange the rental. Adaptive BIKETOWN is working to increase wintertime access.



Tim Johnson



ADAPTIVE BIKETOWN IS PORTLAND’S ADAPTIVE BIKE RENTAL PROGRAM, DESIGNED TO INCREASE BIKING ACCESS FOR PEOPLE WITH DISABILITIES.



BIKETOWN FOR ALL PROVIDES A REDUCED-COST BIKE SHARE MEMBERSHIP AND OTHER BENEFITS FOR PORTLANDERS LIVING ON A LOW INCOME.



**“MY 92-YEAR-
OLD FATHER
WAS ABLE TO
RIDE THE GREEN
LOOP BECAUSE
OF ADAPTIVE
BIKETOWN. THANK
YOU.” ANONYMOUS**

THANK YOU TEAM AND SPONSORS

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LEAH TREAT

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BIKETOWN 

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